



ATMANIRBHAR BHARAT ABHIYAN : A STEP TOWARDS MAKING INDIA SELF- RELIANT

Prof. Pratima Gupta

Professor, R.B.S College, Agra

ABSTRACT

Atmanirbhar Bharat Abhiyaan (ANBA) or Self-reliant India envisaged by the Hon'ble Prime Minister Shri Narendra Modi, On 12 May 2020, our PM raised a clarion call to the nation giving a kick start to the Atmanirbhar Bharat Abhiyan (Self-reliant India campaign) and announced the Special Economic and Comprehensive Package of INR 20 Lakh Cr-equivalent to 10% of India's GDP to fight COVID-19 pandemic in India.

The aim is to make the country and its citizens independent and self-reliant in all senses. He further outlined five pillars of Atmanirbhar Bharat-Economy, Infrastructure, System, Vibrant Demography and Demand. Finance Minister further announced Government Reforms and Enablers across Seven Sectors under Aatmanirbhar Bharat Abhiyaan.

The government took several bold reforms such as Supply Chain Reforms for Agriculture, Rational Tax Systems, Simple & Clear laws, Capable Human Resources and Strong Financial System.

The present paper narrates the different aspects of the package, analyzes the measures executed under this package and attempts to ascertain the possible benefits gleaned from the same. The paper also seeks to identify the obstacles faced in the execution process and suggests some ways and means by which proper execution of the package can be done for achieving the goals of 'Atmanirbhar Bharat Abhiyaan'.

KEYWORDS: Atmanirbhar, Economic Package, Pandemic, Self-reliant, Economic Development

INTRODUCTION

India is one of the fastest growing economies, ranked 4th largest in the world on nominal basis after surpassing United Kingdom, France & Japan. To improve or being India at this place, Indian government launched various programmes from time to time, one of which is "Make in India". Prime Minister Narendra Modi launched the Make in India initiative on September 25, 2014, with the primary goal of making India a global manufacturing hub, by encouraging both multinational as well as domestic companies to manufacture their products within the country. It is being led by the Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry, Government of India; the initiative aims to raise the contribution of the manufacturing sector to 25% of the Gross Domestic Product (GDP) by the year 2025 from its current 16%. Make in India has introduced multiple new initiatives, promoting foreign direct investment, implementing intellectual property rights and developing the manufacturing sector. This program includes 25 sectors of the economy.

Aatmanirbhar Bharat, which means 'Self Reliant India', is the vision of being less dependent on others. The vision has come out after six years, at the time of the Covid-19 pandemic to make India, 'Independent India through starting production of all essential items locally'. The mission has started on 13th May, 2020 with the integral of 'Vocal for Local' that would be able to produce the products by use of local technology and

eventually play a larger role in the global economy by exporting the nation surplus products. The Aatmanirbhar Bharat scheme focuses on export-oriented growth by making their exports more competitive in the international market. In order to boost economic growth of the nation, it seeks to restrict imports and by promoting domestic manufacturing, it forecasts a consequent increase in Exports of the economy. Ultimately a self-reliant India will stand on five pillars are Economy, Infrastructure, System, Demography, and Demand.

The five categories of Atmanirbhar Bharat are :

- | | |
|----------------|---|
| Categories I | Businesses that include MSMEs. |
| Categories II | The poor, including immigrants and farmers. |
| Categories III | Agriculture. |
| Categories IV | The New Horizons of Growth. |
| Categories V | Government and Energy Changes. |

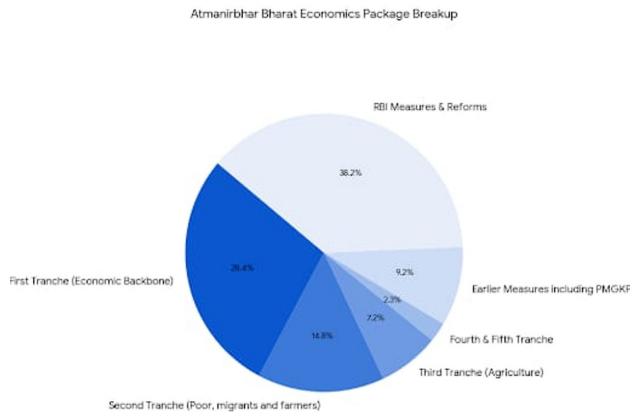
Atmanirbhar Bharat Abhiyan relies on 5 Key Pillars.

1. Systems : driven by 21st century technology, and that is not based on ancient laws.
2. Infrastructure : that could be the image of Modern India or it could be the identity of India.
3. Economics : you do not think of extra change but quantum jump so that we can turn existing suffering into profit.
4. Democracy : a living democracy that is the source of the power to make India independent.
5. Demand : where our energy needs and supply chain are

used wisely.

Break-up of the Atmanirbhar Bharat Abhiyaan Economy Package.

The graph below shows measure components of the entire special economic package :



The Impact of Atmanirbhar Bharat On The Economy

The opening up of the economy and the implementation of a comprehensive set of steps under the 'Atmanirbhar Bharat' package has led to further development of economic stability. India's economy with continuous development in economic indicators shows a 'V-shaped' stability. The agricultural sector remains a thriving hub for the Indian economy, with healthy annual growth of 2.9% on Rabi Investment, accelerating the sale of tractors. This, together with the small increase in support associated with the acquisition of the record, as well as the acceleration of income generation through the MGNREG, well reflects household incomes and confirms the success of Prime Minister Garib Kalyan Yojana in alleviating rural stress. The continued growth of trade and industry was also confirmed by the continued growth in PMI production, demand for energy, the continuous improvement of E-way debt production and the accumulation of highways rising above pre-Covid levels. Monthly GST collections reached record levels by December, 2020. The growth rate of commuter trains remains high, as commuters' income begins to improve, port loads are increasing, and domestic flights are on the rise. With the growth of domestic activity, the trade deficit in Indian goods increased, as imports saw positive growth after nine months. India met most of the current account for the third consecutive quarter in Q2: FY21 \$ 15.5 billion or 2.4 percent of GDP compared to 19.2 billion (3.8 percent of GDP) in Q1: FY21. FDI revenues in the first seven months of the financial year stand at a record high of \$ 46.82 billion, up 11.3 percent more compared to the first seven months of FY2019-20. India's foreign exchange reserves have risen to a new US \$ 685 billion as on May 2025.

Sectors having potential to achieve self-reliance in future

Textile Industry : Indian textile industry is a second largest industry after agriculture in terms of economic contribution and employment generation. Textile and Apparel sector contributes 14% to industrial production, 4% to India's GDP, and constitutes 15% of the country's export earnings. India imports accessories

and raw materials from China for textile industry. Global suppliers are looking for alternatives for textile. China is the largest exporter and leading importer of all products finished as well as raw materials. Indian Textile industry is second largest producer of raw cotton, cotton yarn, cellulosic fiber yarn, in silk production. It is also largest producer of jute and fourth producer of synthetic fiber. India exports 25million kg cotton yarn per month to China. We have to analyze both positive and negative side i.e. Threats & opportunities. Textile production cost increases by 3 to 5%. Closure of units in China has led to demand drop for textile. India will be preferred market for sourcing of apparels. Garment industry also imported synthetic fiber from the China. Therefore, garment importers have to switch to other countries. This is the opportunity for the domestic manufacturer to supply the fabric to garment exporter. China's share in the export market is around 40%. Not only India, but other countries also like Vietnam, Bangladesh are importing from China. Therefore in case if they are not getting from China these opportunities may get diverted to India. As a recent report by India Brand Equity Foundation, India's overall textile exports during FY 2017-18 stood at USD 39.2 billion and is expected to increase to USD 65.00 billion by 2026 F.Y. Many textile industries started manufacturing PPE kits and Masks. India has become the second largest manufacturer of PPE kit worth Rs. 7000cr. 600 companies manufacturing PPE kit across the country. Polyester sportswear companies are manufacturing 7-8 thousand PPE kits per day. Fabric for PPE kits comes from Nasik, Himachal, Gujarat, South India etc. Thus, India is a great manufacturing nation but due to lack of quality and timely delivery of goods we will lose the opportunities in next two-three months until we do not improve.

Organic Farming: The World Organic Agriculture report of 2018 reveals India is third amongst the organic food producers in the world. Indian organic food market is approx. \$1.5 billion out of \$ 250 billion global organic food market. North east states of India have developed as a hub of organic farming with their efforts. Organic farming can become a huge movement in the North-East and dominate the global market. Sikkim has taken lead to convert their entire produce in organic cultivation. It is estimated that Indian organic agriculture is growing at 25% a year. Enabavi, Telangana's first leading organic or chemical free village is the best example of organic farming and shows huge potential in Indian farming through which farmers can produce more than subsistence level. A farmer from this village said that one farmer's effort can do nothing, every farmer has to do something to improve mother earth's health which gets spoiled due to excessive use of fertilizers. That is why everyone in the Enabavi village adopts natural farming. Earlier there were large number of farmers who committed suicides due to uncertain weather but after adopting natural farming their life has been changed. Now, they have become debt-free and every farmer have bicycle and tractor and their life has become easy.

Automobile Industry: According to the Foreign Secretary, Indian automobile industry particularly low-cost automobiles including 2 and 3 wheelers will have an augmented market in developing countries. India is already the fourth largest auto market in the world. It contributes 7% of GDP, 40% of

India's manufacturing and engaging 45 million Indian directly or indirectly. The 'Make in India' initiative has played an important role in uplifting country's position. In the past 3-4 years India improved on nine out of ten parameters for ease of doing business. India's automotive industry transferred it from traditional roles to digital environment to increase connectivity with its customers. India has been known for frugal engineering and for low-cost managerial talent. Many global companies named it 'Jugaad' i.e. to develop products at low cost, but have enough value to attract demand. To make our country self-reliant in automobile industry our manufacturers should not wait for outsiders because we are not only vehicle makers but also component makers, technology and service providers. Workers are asset for any industry so it will be better to make an Auto Industry workers benefit Fund and do more investments to train them which can enable them to get job. There is need of significant investment in research and development that while recognizing 'Jugaad' will set a clear protocol that fosters innovation and solution. It is required to build a PAN - India supply chain network for displaced workers and need to work out on low interest loans.

Over the last more than 50 years, India has been successful in meeting the domestic market and has a potential to play the role of 'pharmacy of the world'. According to Pharmexil, India exported pharma products worth of \$200.02 million in financial year 2018, with a recorded growth of 37.52%. Excess dependency on China for Active Pharmaceutical Ingredients (APIs) need to be reduced because continuous increase in import of raw materials from China shows alarming situation for Indian Pharma industry. In 2015, Dr. V.K. Subburaj, Secretary, Department of Pharmaceuticals highlighted to achieve self-sufficiency in APIs. In 2018, Chemical and Fertilizer Ministry along with other ministries joined hands to increase the production of APIs domestically to reduce dependency on China. To grasp the real potential of the industry and to speed up the available opportunities, Indian pharma industry is producing as per market demand and spending more on R&D. Existing policies requires to be more friendly which enable local industries to manufacture the core of the industry. Many of the top pharma companies already set up their plants in Vishakhapatnam for manufacturing APIs to access the sea routes and airports and make it more focused Centre of Excellence for Pharma sector.

MGNREGA

Mahatma Gandhi believed that a self-reliant India would not be possible without self-reliant villages. The MGNREGA is also one of the most important Rural Employment Programme which provides opportunities to villagers to become self-reliant. Government has allocated an additional fund of Rs. 40,000 crore for the MGNREGA under Atmanirbhar Bharat Abhyan. In Madhya Pradesh farm bunds under MGNREGA had helped massive increase in agricultural productivity. It has been observed that this scheme led to the 190% increase in the income of the beneficiaries in Jharkhand. Recently, there has been a focus on the construction of assets on private land. These include fruit orchards, farm bunds, farm ponds and wells for drinking and irrigation. This is the time for rural population

including the migrant workers who have returned to be engaged in such activities as the creation of small check dams and gully plugging and many become enable to cultivate three crops instead of single crop annually. Government increased the allocation of funds for MGNREGA but it is not sufficient because in poor states due to corruption these funds are not properly allocated so it is needed to go vocal' for workers to implement it efficiently in local areas.

Defense Exports

Amidst a push for 'Atmanirbhar Bharat' India's defense exports reached a record high of Rs. 23,622 crore (approximately \$2.76 billion) in the last financial year 2024-25. Compared to the previous fiscal year's figure of Rs. 21,083 crore, this represents an increase of Rs. 2,539 crore, equivalent to a 12.04% growth.

India's defense exports are in focus amidst the India-Pakistan tensions, Indian military forces carried out 'Operation Sindoor' on terrorist camps in Pakistan and Pakistan Occupied Kashmir in retaliation to the Pahalgam terror attack. India also struck several airbases of Pakistan as the neighboring country launched drone attacks.

The success of Operation Sindoor has brought to light the accuracy of 'Make in India' weapon systems. The Ministry of Defense (MoD) posted on X (formerly Twitter), "India exports to around 80 countries aiming for Rs. 50,000 crores in exports by 2029, strengthening its global defense manufacturing footprint." Compared to a revenue of Rs. 686 crore in FY 2013-14, the FY 2024-25 number of Rs. 23,622 crore is a 34 times increase, the MoD said.

The export performance of Defense Public Sector Undertakings (DPSUs) has demonstrated substantial improvement with a 42.85% increase in FY 2024.25, indicating strong international acceptance of Indian defense products and the sector's capability to integrate global supply networks, a previous MoD release said in April.

In FY 2024.25, private sector contributions amounted to Rs. 15,233 crore, whilst DPSUs generated Rs. 8,389 crore in exports. These figures show an improvement from FY 2023-24, when private sector exports stood at Rs. 15,209 crore and DPSU exports at Rs 5,874 crore.

According to the Ministry of Defense, India has transformed its military capabilities, shifting from heavy import dependence to a focus on domestic manufacturing and self-sufficiency. It has made significant strides in defense exports, successfully delivering diverse military equipment including ammunition, weaponry, systems, subsystems, and various components.

The Defense Department maintains a specialized online platform for managing export authorization applications. The department issued 1,762 Export Authorizations in FY 2024.25, showing an increase from 1,507 in the previous year, marking a 16.92% rise. Additionally, the number of defense exporters increased by 17.4% during this period.

The Government has implemented numerous policy changes in recent years to strengthen India's defense sector, MoD said. These include streamlining industrial licensing processes, deregulating components from licensing requirements, and lengthening license validity periods. Furthermore, during the previous financial year, the Standard Operating Procedure for export authorization underwent simplification, with additional provisions introduced to enhance the country's export capabilities.

OBJECTIVES

The objective of this paper is to assess the impact of COVID-19 on the Indian economy in the short term and the long term under the preview of Atmanirbhar Bharat.

1. To find out the capacity of some sectors to achieve self-reliance.
2. To find out the problems on the way to Atmanirbhar Bharat.
3. To suggest remedies for existing problems.
4. To analyze the opportunities provided under Atmanirbhar Bharat Abhiyan.
5. To examine the challenges that arise while attaining the objectives under the Atmanirbhar Bharat

RESEARCH METHODOLOGY

This paper is based on secondary data referring to various sources such as journals, articles, various books, newspaper and websites which are mentioned in the bibliography. This paper will be descriptive in nature.

REVIEW OF LITERATURE

Kumar and Pathania (2022) made an attempt to study the fundamental mechanism of 'Make in India' with special reference to tourism and hospitality sector of Himachal Pradesh and perceptions of stakeholders of tourism and hospitality sector analyzed to assess the socio-economic impact of Make in India. To compile the primary and secondary data, mathematical and statistical tools like percentage, simple average, AM, Standard Deviation, and Chi Square test had been used. It is founded that Make in India scheme is getting success in transforming the objectives of making India self-reliant, jobs creation, increasing income, and improvement in infrastructure facilities of tourism and hospitality in Himachal Pradesh.

Lal, et al. (2020) observed that there are two major issues that inspired the government to implement the Atmanirbhar Bharat scheme that are modernization of MSME and maintain our dependence on domestic products. The study was descriptive in nature and based on the secondary data which were collected from websites, articles and research papers. It is observed that Atmanirbhar Bharat Abhiyan will be helpful in creation of new job opportunities and promotion of export which leads an increase in country's GDP.

Nandan (2020) has studied that efforts made by the government under Atmanirbhar Bharat campaign will cover whole scattered economy and is being concentrated from developing economies to developed economies. It is observed that every sector and weaker section of the society will get benefited by the scheme. This is a programme that can take India towards pinnacle of

development and if India succeeds in this scheme in all respect then this would-be role model scheme for all the economies of the world.

Sharma & Gupta (2021) concluded that the government trying to develop the economy and there is only the MSME sector that was the prime target for the development of the national economy as well as international economy by Atmanirbhar Bharat scheme. So the reason behind Atmanirbhar Bharat Abhiyaan is to push the government on being vocal for local and self-dependent. It has examined the theoretical background of the Atmanirbhar Bharat scheme and also the special economic package is related to boosting the local and small industries of India. Agrawal (2021) concluded that Atmanirbhar Bharat has been putting the concept of local to global under the policy of self-dependent and make in India and it has focused on two major concepts which are as follows : boost of MSME and use of local products.

Mittal & Kumar (2021) examined that the study on secondary data and the data is collected through newspapers, articles and websites etc. India has been taken a step from dependent to independent as they announced Atmanirbhar Bharat which meant self-reliant India. After being independent helps to promote sustainable development and an environment friendly lifestyle.

Agarwal (2021) has conducted a study on the basis of secondary data which was collected from various sources such as newspapers, research papers, articles and websites etc. In his study he concluded that make in India and Atmanirbhar Bharat schemes are based on the concept of local to global. Program mainly focused on two objectives that the first is to boost of MSME and to use of local products second is to make less dependency on foreign economies through import substitution policy. The policy of export promotion and import substitution is a right way to make India a self-reliant India.

CONCLUSION

In 2013, India's growth rate had fallen to its lowest level in a decade, thus putting it into the category of "Fragile Five" nations. The term was coined by Morgan Stanley in 2013 to highlight the economies that have become too dependent on unreliable foreign investment to finance their growth. The five members of the Fragile Five were Turkey, Brazil, India, South Africa, and Indonesia. Along with it, other problems of India's manufacturing sector were its sluggish growth (in terms of its contribution to GDP), inefficient working mechanism and lowly-developed research and development base. To make a fast-growing economy, to create employment opportunity, to make India a global manufacturing hub and attract foreign direct investment appropriate plan was needed. All the above-mentioned reasons necessitated the need for a comprehensive action towards the development of the manufacturing sector, thus resulting in the Make in India Mission. Devised to transform India into a global design and manufacturing hub, make in India was a timely response to a critical situation. The ideology behind the Make in India plan was to generate more employment, saving the nation's money from exporting goods

that can be or used to manufacture in India, and to create a conducive environment for investments. Make in India help to develop a modern and efficient infrastructure and open up new sectors for foreign capital especially after the 100% ownership of FDI.

The year 2020, which was a very challenging year for the world, the COVID-19 pandemic having an exceptional impact on the world economies and India is also fighting with the pandemic situation. The pandemic created huge inflation and economic depression in all over the world economies. Due to COVID-19 pandemic India experienced declining international trade which gave an idea to achieve self-reliance in some sectors and to become a global supplier. COVID-19 gave a new concept to emerge that is self-reliant India. The Concept of Atmanirbhar Bharat was mainly in the context that the things which were imported, shall be now manufactured in our country not only for fulfill consumption but also for the export to abroad. Atmanirbhar Bharat is an extension of Make in India, mainly the objective behind self-reliant India of the Government of India is to make India self-reliant for the goods and services of need, and to make India a global manufacturer hub. Through this package government wanted to benefit various segments of economy including cottage industry, Micro, Small and Medium Enterprises (MSMEs), laborers, street vendors, middle class, and industries etc.

SUGGESTIONS

In order to make proper implementation of the ANBA package, the local bodies should be proactive as well as efficiently managed. The district regulatory authorities (DRAS) should also play a vital role in the successful implementation of the package. In fact, the DRAS should strengthen themselves in optimizing the benefits of delegation of authority and accountability which would facilitate to reach the goals of the ANBA package.

1. Lack of information at district, block and panchayat levels regarding human development indicators would mess up the process of carrying out the different measures under the ANBA. In order to remove this problem, the district administration should develop a system in which with the help of the District Planning Committees all the local bodies should always engage themselves in need-mapping in respect of agriculture, housing, healthcare, education, energy and other important sectors. It would help the GOI in reaching its target set under the ANBA package.
2. It is generally observed that the people who are involved directly or indirectly in the implantation process of any government-sponsored project like SRIM are not serious about their performances rather they are reluctant to carry out their assignments on time. So, for the purpose of successful implementation of the ANBA package, Carrot and Stick approach may be adopted in which the performers are to be rewarded and non- performers are to be penalized. It would enhance the competitiveness among them and ultimately stimulate them to reach their targets. Otherwise, it would be very difficult for the Government to obtain the expected gains to be derived from this mega project.

3. Corruption, nepotism and favoritism are the common features of Indian economy. If these features prevail, then it would not be possible for India to achieve the goals of the ANBA. So, this is high to erase or at least make hazy these black spots from the features of the Indian economy. In order to do so, the PM had launched a platform entitled 'Transparent Taxation Honoring the Honest' on 13th August, 2020. It was an attempt not only to transform the India's existing tax system from a power centric approach to a people centric one but also to ease the compliance burden and reward the honest taxpayers, which had enhanced the size of revenue substantially and helped ultimately the nation to rebuild its pandemic-hit economy.
4. For proper implementation of a very big project like ANBA it is necessary for the local bodies to have adequate authority to involve local business community to carry out the different developmental schemes associated with economy as well as society under the project which is totally absent in the present administrative set-up in India.
5. The capital markets in India have yet not been able to make themselves self-reliant. However, making Indian capital markets self-reliant is recognized as a pre-requisite for the country to become self-reliant. So, suitable measures improving flexibility in the regulatory framework, broadening investors base, enhancing liquidity in the corporate bond market, exploring new investment avenues like gold, real estate, commodity etc. should be adopted for making Indian capital markets self-reliant which would make a tangible contribution towards forming the Indian economy self-reliant. Pulling out of investments by FIIs should not pose such threats to India markets like it did in recent times.

REFERENCES

1. Shritish Shete and Siddhi Dave (2022), "Review paper on scope of Atmanirbhar Bharat" International Journal of Advance Research and Innovative Ideas in Education, Vol-7 Issue-1, 2021 p.299
2. Samita Dubey, H.K. (2020) "Atmanirbhar Bharat Abhiyan: An analytical review Dogorangsang Research Journal, 27-34
3. Nandan, P. (2020) Atmanirbhar Bharat: a new self-resilient India, MS Ramaiah Management Review ISSN (Print)-0975-7988, 11(01), 18-22.
4. Ethical wealth creation for a self-reliant India, by Dr. K.G. Subramanian, Yojana, July 2020. <http://10.21.202.209:8380/media/123513.pdf>.
5. Atmanirbhar Bharat: Govt launches contest to promote homegrown microprocessor companies, The Economic Times, E-Paper, August 18, 2020.
6. Atmanirbhar Bharat: PSBs asked to implement measures for each sector, The Indian Express, E-Paper, May 23, 2020.
7. PM Modi launches Transparent Taxation platform to benefit honest taxpayers, The Economic Times, E-Paper, August 14, 2020
8. Seven task forces set up for efficient implementation of 'Atmanirbhar Bharat Abhiyan' in J&K, Financial Express, E-Paper, June 10, 2020.
9. <https://www.india.gov.in/spotlight/building-atmanirbhar-bharat-overcoming-covid-19>
10. Sharma, R., & Gupta, S. (2021). BHARAT TOWARDS ATMANIRBHARTA: A TWITTER BASED ANALYSIS USING NVIVO. Journal of Content, Community and Communication
11. Paruchuru, M., Mavuri, S., & Nammi, L. (2020). ECONOMIC

IMPACT OF COVID-19 ON INDIAN ECONOMY-
GOVERNMENT MEASURES TO CONTAIN THE PANDEMIC.

12. Lal, B. S., Sachdeva, P., & Simran, T. M. (2020). Impact of Covid-19 on micro small and medium enterprises (MSMEs): An overview.
13. Majumder, S., & De, S. The Role of MSMEs in Indian Economy in New Normal-A Study.
14. Mittal, V., & Kumar, M. (2021). HARABHARAATMANIRBHAR BHARAT, European Journal of Molecular & Clinical Medicine, 7(11), 6553-6572.
15. Anjali Khandelwal and Neha Khandelwal (2022), "Atmanirbhar Bharat Abhiyaan- a move towards advancement of MSMEs" International Journal of Advance Research and Innovative Ideas in Education, Vol-8 Issue-1, 2022 p.215.